

Message Text

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ACTION NEA-06

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R 281221Z JAN 74

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TO USDOC WASHDC

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AMEMBASSY BEIRUT

AMEMBASSY JIDDA

AMEMBASSY MANAMA

AMCONSUL DHAHRAN

UNCLAS KUWAIT 0351

BEIRUT FOR COMMATT AND RTDO

EO 11652: NA

TAGS: BEXP KU

SUBJ: MARKET RESEARCH RECOMMENDATIONS

REF: A) STATE 01842; B) KUWAIT A-163, 11/15/72; C) KUWAIT

A-06

1. WHILE POST BELIEVES SEVERAL PRODUCT CATEGORIES LISTED IN PARA 2, REFTEL A APPROPRIATE FOR STUDY BY MRO, ON BALANCE THEMES WHICH EASILY LEND THEMSELVES TO MARKET RESEARCH WILL NOT RPT NOT COMPRISE BULK OF NEAR-TERM POTENTIAL INCREMENTAL SALES IN KUWAIT MARKET. THIS BECAUSE OFCNEASONS STATED IN REF C -- I.E. BECAUSE CONSTRUCTION AND EQUIPPING OF PETRO-CHEMICAL AND OTHER INDUSTRIES, AS WELL AS GOK TURN-KEY PROJECTS REPRESENT GREATEST OPPORTUNITIES TO INCREASE OVERALL US SALES HERE.

2. NEVERTHELESS, BELIEVE STUDIES BY MRO LOUGHLIN WILL BE VERY HELPFUL IN PROMOTING SALES WITHIN SELECTED TARGET INDUSTRIES, AND WE WELCOME HIS VISIT HERE.

3. RECOMMEND BUSINESS EQUIPMENT AND SYSTEMS AND SMALL INDUSTRIAL AND COMMERCIAL COMPUTERS AS LEADING RESEARCH CATEGORIES;

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FOLLOWED BY FOOD PROCESSING AND PACKAGING EQUIPMENT AND SPORTS

AND RECREATION EQUIPMENT. MOREOVER, ALTHOUGH CONSTRUCTION MACHINERY AND AIR-CONDITIONING EQUIPMENT TRADITIONAL US STRONG-HOLDS IN AREA, WE BELIEVE REMAINDER OF TOPICS LISTED UNDER CONSTRUCTION AND BUILDING MATERIALS CATEGORY WOULD BE USEFUL AREAS FOR RESEARCH. PRESENT STATE OF DEVELOPMENT IS SOMEWHAT PREMATURE TO WARRANT STUDY OF SCIENTIFIC AND LABORATORY EQUIPMENT OR POLLUTION CONTROL INSTRUMENTATION AND EQUIPMENT. (SEE REFS B AND C FOR RATIONALE OF RESEARCH TOPICS SELECTED). STOLTZFUS

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